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SCENIC MICHIGAN OPPOSES HOUSE BILL 4162 (Rep. Kenneth Kurtz)

Scenic Michigan opposes HB 4162 which would exempt signs smaller than 40 square feet from the Highway Advertising Act. Michigan's highways and roads already have 16,000 billboards along our highway, obscuring the view from the road, distracting the driver and detracting from Michigan's scenic beauty. We do not need additional signage when tourism is Michigan's second largest industry and visitors and residents alike are drawn to our state for the beauty we have to offer.

Michigan currently has the availability of TOD and LOGO signs which are uniform and attractive for businesses to use to advertise their location. Those signs are much smaller than a traditional billboard and would be an excellent alternative for those seeking signs of less than 40 feet. The cost of the TOD and LOGO signs are in the range of only \$350 a year which is affordable to many businesses and attractions in comparison to the cost of billboards.

We encourage the Transportation Committee to oppose HB 4162 and let the people of Michigan know that we do not need to open the floodgates to additional signage.